



MARKETING AI PROMPT CHEAT SHEET

No nonsense AI tips

- Always check output for brand/accuracy
- Feed real data into your prompts (ex: "open rates around 22%")
- Keep your best prompts saved in a folder to reuse
- Think of AI like a fast intern: it drafts, you direct

Campaign ideation:

- *Brainstorm seasonal campaigns*
 - "Give me 10 campaign ideas for [product/service] targeting [audience] during [season/holiday]. Each idea should include a theme, a headline concept, and a suggested offer."
- *Refine a positioning statement*
 - "Rewrite our positioning statement to resonate with [audience] in a [tone, e.g., confident/friendly/authoritative] voice. Original statement: [paste statement]."
- *Spot differentiation*
 - "List 5 ways [product/service] is different from [competitor X] with evidence customers would care about."

Paid advertising

- *Create short social ad variants*
 - "Write 5 Facebook/Instagram ad headlines under 8 words each, focusing on [main benefit]. Keep them thumb-stopping, not clickbait."
- *Test a performance-based hook*
 - "Generate 5 ad copy ideas that address [pain point] using a before/after transformation."

Reporting and analysis

- *Executive-friendly summary:*
 - "Summarize this campaign report for a VP audience: [paste bullet points]. Emphasize 3 wins, 2 challenges, 1 next step."
- *Headline-worthy stat pulls*
 - "Write 3 headline-style statements highlighting our best-performing metrics from this data: [paste performance data]."

Suggested AI tools for marketers

- **ChatGPT** | best for first-draft campaign content and brainstorming angles
- **Jasper** | cranks out short paid ad copy with brand voice consistency
- **Claude** | great for rewriting dense strategy docs in human language
- **Otter.ai** | turn messy client or stakeholder meetings into clean notes
- **Midjourney** | high-quality visuals for ad testing or social assets
- **Surfer SEO** | strong on-page SEO guidance for longer-form blogs
- **Copy.ai** | quick variations on product descriptions or simple social captions

Email marketing:

- *Write re-engagement emails*
 - "Write an email to re-engage people who downloaded [lead magnet] but haven't taken action in 30 days. Make it conversational and include a single strong CTA."
- *Improve subject lines with real metrics*
 - "Write 10 subject lines under 50 characters with a 30% open-rate benchmark for [audience], use one of these X [value props]."
- *Write a reminder email with urgency*
 - "Draft a reminder email for [event] happening [date], highlight one benefit of attending and a sense of FOMO."

Content and SEO

- *Generate FAQs for a landing page*
 - "Write 10 realistic FAQ questions and answers for [product/service] based on actual objections from [audience segment]."
- *Blog post outline*
 - "Give me a detailed outline for a 1,000-word blog post on [topic] that supports SEO for [keyword], with H1, H2, and H3 headings."
- *Repurpose long-form into social posts*
 - "Turn this [paste blog post] into 5 LinkedIn posts with actionable takeaways for [audience]."